Amendments to the Claims

(Currently Amended) 1. A method in a media service system for transaction configuration, the method comprising the steps of:

enabling by an administrator of at least one selection by a user of at least one transaction configuration option from among a plurality of transaction configuration options presented to the user by the administrator, wherein ~~the at least one~~ each transaction configuration option ~~is a single execution option~~ defines one or more actions that take place during the purchase of an item or service when the user utilizes at least one client device to complete a purchase; and

implementing at least one transaction process responsive to the user indicating a desire to purchase an item or service utilizing the at least one client device from among a plurality of transaction processes comprising pre-configured transaction processes and user defined transaction processes, wherein at least one user defined transaction process comprises the user selected at least one transaction configuration option, ~~selection of the at least one transaction configuration option in the media service system,~~

wherein ~~implementing the at least one transaction process responsive to~~ at least one transaction configuration option comprises a ~~selection of the~~ single execution transaction option ~~in the media service system~~ that enables ~~a subscriber~~ the user to initiate and complete an entire purchase ~~of media content~~ in one execution~~;~~

~~wherein purchased media content is provided to at least one client device via said media service system.~~

(Canceled)   2.

(Previously Presented)   3. The method of claim 1, wherein the one execution is the depression of a remote button.

Claims 4-6.   (Canceled)

(Currently Amended) 7. The method of claim 6, wherein the ~~subscriber~~ user is enabled to make at least one selection of a plurality of particular transaction configuration options included in ~~the~~ at least one pre-configured transaction process, the at least one selection causing at least one plurality of particular transaction configuration options to be removed from the pre-configured transaction process.

Claims 8-9.   (Canceled)

(Original)   10. The method of claim 1, wherein the at least one transaction configuration option is a PIN option and wherein the implementing step implements the transaction process responsive to at least one selection of the PIN option requiring a correct PIN entry to complete a transaction.

(Currently Amended) 11. The method of claim 10, wherein the correct PIN entry enables [[a]] the single execution transaction~~, the single execution transaction enabling a subscriber to initiate and complete an entire purchase in one execution~~.

(Original)   12. The method of claim 11, wherein the single execution transaction is enabled for an active period.

(Original)   13. The method of claim 12, wherein the active period exists until the user deactivates the single execution transaction.

(Original)   14. The method of claim 12, wherein the active period expires after a time value, the time value being equal to an amount configured by the user.

(Original)   15. The method of claim 1, wherein the at least one transaction configuration

option is a multiple PINs option, and wherein the implementing step implements the transaction process responsive to at least one selection of the multiple PINs option requiring a plurality of correct PIN entries to complete a transaction.

(Original) 16. The method of claim 1, wherein the at least one transaction configuration option is a subscriber login option, and wherein the implementing step implements the transaction process responsive to at least one selection of the subscriber login option.

(Original) 17. The method of claim 16, wherein the subscriber login option requires at least one subscriber login to complete a transaction.

(Original) 18. The method of claim 16, wherein the subscriber login option requires at least one subscriber login, the at least one subscriber login being specific to an individual subscriber, the at least one subscriber login of the individual subscriber activating at least one particular transaction process associated with the individual subscriber.

(Original) 19. The method of claim 16, wherein the subscriber login option enables a plurality of subscriber logins, each of the plurality of subscriber logins allowing a particular subscriber to activate at least one particular transaction process associated with the particular subscriber.

(Original) 20. The method of claim 19, wherein a first of the plurality of subscriber logins is for use by an adult subscriber and a second of the plurality of subscriber logins is for use by a child subscriber.

(Original) 21. The method of claim 16, wherein the subscriber login option enables the at least one transaction process for an active period.

4

(Original)   22. The method of claim 21, wherein the active period exists until the user deactivates the at least one transaction process.

(Original)   23. The method of claim 21, wherein the active period expires after a time value, the time value being equal to an amount configured by the user.

(Original)   24. The method of claim 1, wherein the at least one transaction configuration option is a reminder option, and wherein the implementing step implements the transaction process responsive to at least one selection of the reminder option.

(Original)   25. The method of claim 24, wherein the reminder option requires at least one reminder to be presented to a subscriber to complete a transaction, the transaction involving the purchase of an event, the at least one reminder being presented at a reminder period before the event.

(Original)   26. The method of claim 25, wherein the reminder period is a time period, the time period being equal to a value configured by the user.

(Original)   27. The method of claim 24, wherein the reminder option requires at least one reminder to be presented to a subscriber, the at least one reminder requiring a subscriber authentication to be entered by the subscriber to complete a transaction.

(Original)   28. The method of claim 27, wherein the subscriber authentication comprises a PIN entry.

(Original)   29. The method of claim 1, wherein the at least one transaction configuration

option is a notifier option, and wherein the implementing step implements the transaction process responsive to at least one selection of the notifier option.

(Original)   30. The method of claim 29, wherein the notifier option requires a notification icon to be presented to a subscriber, the notification icon being associated with a particular transaction process, and the notification icon indicating the particular transaction process is currently enabled.

(Original)   31. The method of claim 30, wherein the particular transaction process comprises a single execution transaction option.

(Original)   32. The method of claim 29, wherein the notifier option requires a notification barker be presented to a subscriber to indicate a particular transaction process is currently enabled, the notification barker comprising an interface screen to be presented to the subscriber.

(Original)   33. The method of claim 1, wherein the at least one transaction configuration option is a billing preference option, and wherein the implementing step implements the transaction process responsive to at least one selection of the billing preference option.

(Original)   34. The method of claim 33, wherein the billing preference option enables the user to choose a billing method, the billing method being a charge to a cable bill.

(Original)   35. The method of claim 33, wherein the billing preference option enables the user to choose a billing method, the billing method being a charge to a credit card.

(Original)   36. The method of claim 1, wherein the at least one transaction configuration option is a plurality of transaction configuration options, the plurality of transaction configuration options comprising at least one of a single execution transaction option, a PIN

option, a multiple PIN option, a subscriber login option, a reminder option, a notifier option, and a billing preference option.

(Original)   37. The method of claim 36, wherein at least one selection is a plurality of selections by the user, a first of the plurality of selections is of a PIN option, a second of the plurality of selections is of a reminder option, and a third of the plurality of selections is of a notifier option, the implementing step implements the transaction process responsive to the plurality of selections of the PIN option, the reminder option, and the notifier option.

(Original)   38. The method of claim 1, wherein the at least one transaction configuration option is a disable single execution transaction option, and wherein the implementing step implements the at least one transaction process responsive to at least one selection of the disable single execution transaction option preventing a subscriber from being able to utilize a single execution transaction.

(Original)   39. The method of claim 1, wherein the at least one transaction process is implemented by a client device in association with a request for a purchase of a particular media service.

(Withdrawn)   40. A system for providing media services in a Subscriber Television System (STS), the system comprising: a memory for storing logic; a processor for executing the logic stored in memory; logic configured to provide at least one transaction configuration option; logic configured to enable at least one selection by a user of the at least one transaction configuration option; and logic configured to require an implementation of at least one transaction process responsive to the selection of the at least one transaction configuration option.

(Withdrawn)   41. The system of claim 40, wherein the at least one transaction configuration option is a single execution transaction option, and wherein the implementation implements at least one transaction process responsive to the selection of the single execution transaction

option to enable a subscriber to initiate and complete an entire purchase in one execution.

(Withdrawn)   42. The system of claim 41, wherein the one execution is the depression of a remote button.

(Withdrawn)   43. The system of claim 41, wherein the one execution is the depression of a remote button, the remote button becoming active only when a slide switch on an associated remote is in the active position.

(Withdrawn)   44. The system of claim 41, wherein the memory exists in a client device and stores a subscriber record necessary to complete the single execution transaction, and wherein the subscriber record exists in a backup duplicate record on a STS headend device, the backup duplicate record being used to refresh the memory in the client device when the subscriber record is lost.

(Withdrawn)   45. The system of claim 40, wherein the user is an administrator.

(Withdrawn)   46. The system of claim 45, wherein the at least one transaction process is executed by at least one client device when a subscriber utilizes the at least one client device to complete a purchase.

(Withdrawn)   47. The system of claim 40, wherein the user is a subscriber.

(Withdrawn)   48. The system of claim 47, wherein the enabling step is responsive to at least one selection by an administrator.

(Withdrawn)   49. The system of claim 40, wherein the at least one transaction configuration option is a PIN option, and wherein the implementation implements the transaction process

responsive to at least one selection of the PIN option requiring a correct PIN entry to complete a transaction.

(Withdrawn) 50. The system of claim 49, wherein the correct PIN entry enables a single execution transaction, the single execution transaction enabling a subscriber to initiate and complete an entire purchase in one execution.

(Withdrawn) 51. The system of claim 50, wherein the single execution transaction is enabled for an active period.

(Withdrawn) 52. The system of claim 51, wherein the active period exists until the user deactivates the single execution transaction.

(Withdrawn) 53. The system of claim 51, wherein the active period expires after a time value, the time value comprising an amount configured by the user.

(Withdrawn) 54. The system of claim 40, wherein a portion of the system is implemented in a STS headend device and enabled to communicate with another portion implemented in a client device.

(Withdrawn) 55. The system of claim 40, wherein the memory and the processor exist in a client command device.

(Withdrawn) 56. A Subscriber Television System (STS) client device in a media service system, the STS client device comprising: a memory for storing logic; a processor for executing the logic stored in memory; logic configured to provide at least one transaction configuration option; logic configured to enable at least one selection by a user of the at least one transaction

configuration option; and logic configured to require an implementation of at least one transaction process responsive to the selection of the at least one transaction configuration option.

(Withdrawn) 57. The STS client device of claim 56, wherein the at least one transaction configuration option is a single execution transaction option, and wherein the implementation implements the at least one transaction process responsive to at least one selection of the single execution transaction option to enable a subscriber to initiate and complete an entire purchase in one execution.

(Withdrawn) 58. The STS client device of claim 57, wherein the one execution is the depression of a remote button.

(Withdrawn) 59. A Subscriber Television System (STS) headend device in a media service system, the STS headend device comprising: a memory for storing logic; a processor for executing the logic stored in memory; logic configured to provide at least one transaction configuration option to a plurality of client devices; logic configured to enable at least one selection by a user of the at least one transaction configuration option; and logic configured to require an implementation of at least one transaction process responsive to the selection of the at least one transaction configuration option a transmission link to enable the STS headend device to communicate with a plurality of client devices.

(Withdrawn) 60. The STS headend device of claim 59, wherein the at least one transaction configuration option is a single execution transaction option, and wherein the implementation implements the at least one transaction process responsive to at least one selection of the single execution transaction option to enable a subscriber to initiate and complete an entire purchase in one execution.

10

(Withdrawn) 61. The STS headend device of claim 60, wherein the one execution is the depression of a remote button.